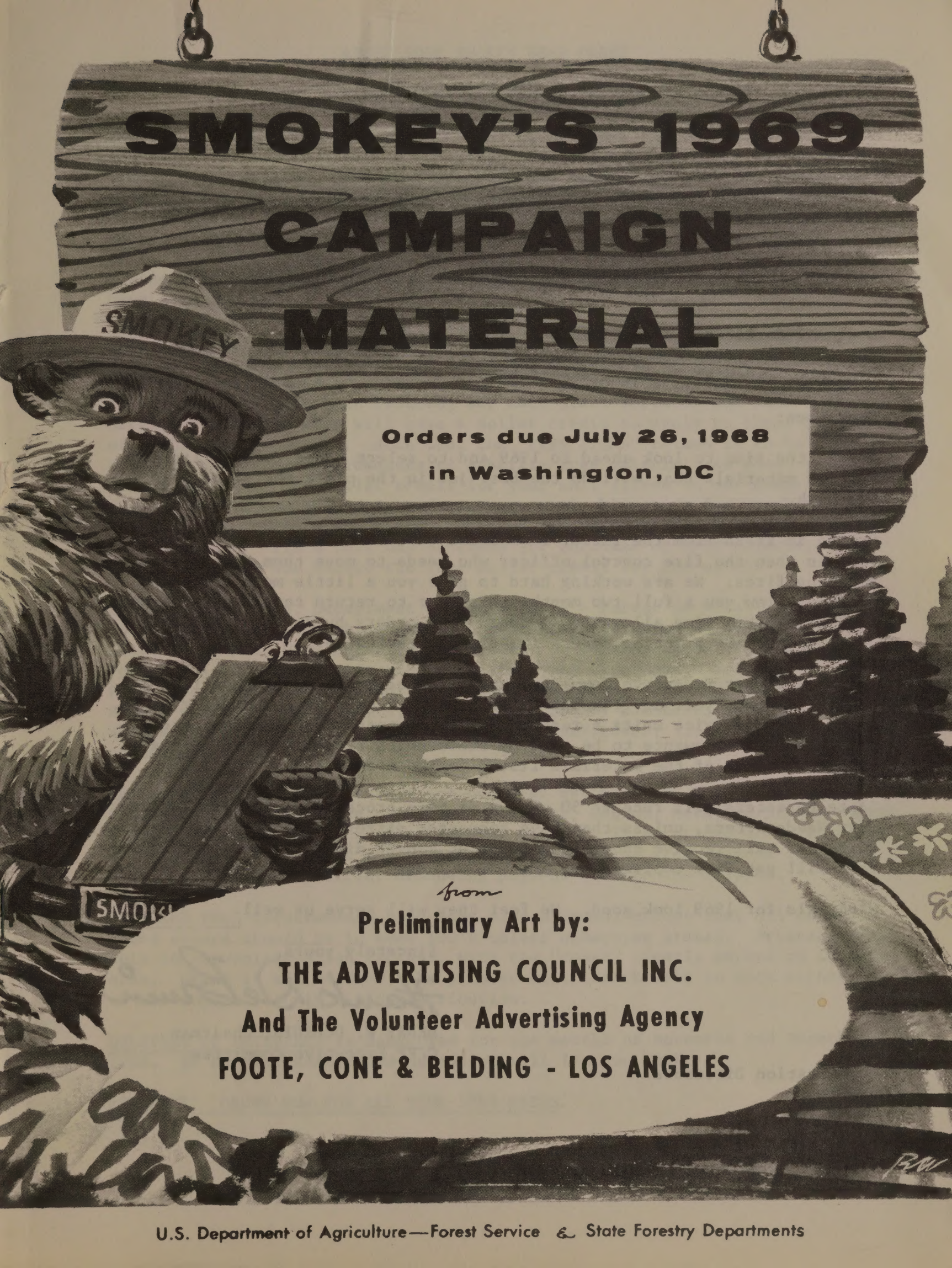




SMOKEY'S 1969 CAMPAIGN MATERIAL

**Orders due July 26, 1968
in Washington, DC**

from
Preliminary Art by:

**THE ADVERTISING COUNCIL INC.
And The Volunteer Advertising Agency
FOOTE, CONE & BELDING - LOS ANGELES**

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE
WASHINGTON, D.C. 20250

IN REPLY REFER TO

1620

May 24, 1968

REPLY DUE IN WASHINGTON, D. C. JULY 26, 1968

Regional Foresters, Area Directors, State Foresters
Bureau Chiefs, Department of the Interior
Managers, Canadian Forestry Association

Gentlemen:

Now is the time to look ahead to 1969 and to select those forest fire prevention materials that will do the best job in the place where you live and work.

Coming in fresh from the field, I am aware that these order forms often come in when the fire control officer who needs to move them along is out fighting fires. We are working hard to give you a little more time, and plan to allow you a full two months this year to return consolidated orders. With this extra time allowance, we need your orders by July 26, and will start to prepare printing orders immediately thereafter.

The Smokey Bear Executive Committee has directed us to put into effect a new policy this year on free materials. We will give State Foresters and U. S. Forest Service units a reduced number of posters, bookmarks, etc., plus a dollar allowance to be used by these units to purchase additional supplies of any of the materials listed in the order form.

State Foresters will receive 50 copies of this brochure direct from Smokey Bear Headquarters, unless they have requested different quantities. Regional Foresters will receive enough for District Ranger distribution. Area Directors will get five copies each.

Materials for 1969 look good. We feel they will serve us well.

Sincerely yours,

Frank DeBruin

HENRY W. DEBRUIN, Chairman
CFFP Executive Committee

cc: Station Directors



ABOUT YOUR SMOKEY BEAR ORDER

ORDERS ARE DUE IN WASHINGTON, D. C. JULY 26, 1968

PROMPT DISTRIBUTION of instructions and order forms to forests, districts, and other offices is vital to the preparation of competent orders by those field unit managers. Give each unit as much time as possible to study the material and complete their 1969 Campaign Order. Set up a realistic schedule all up and down the line. Regional Foresters and Area Directors should advise Forest Supervisors and State Foresters when consolidated orders need to be in. Order summary forms provided by the Washington Office have proved convenient in the past. Please use them for consolidated orders unless you have a better idea.

FREE ALLOWANCES ARE CHANGED! State Foresters and U. S. Forest Service units will have greater flexibility in selecting their free materials for the 1969 CFFP Campaign, thanks to a scheme proposed by Smokey's Executive Committee. Free allowances have been reduced, but each State Forester and each Forest Service Region and Area will have a dollar credit to apply to their purchases of additional materials. Note that the "FREE ITEMS" column is to be used only for the reduced allowances of specific free materials as shown on the following page. The dollar credit for your unit (given in our memorandum of May 24) should be applied to reduce your total obligation for "pay" materials. You need not indicate which item or items are being paid for out of the free dollar credit. (If a unit has no funds for purchase of CFFP materials, its "pay" order can not exceed the free dollar credit for the unit).

CREDIT LINES. "U.S. Department of Agriculture - Forest Service" will appear on all CFFP materials whose design permits the inclusion of agency credits. State Foresters, USDI Agencies, Department of Defense agencies, and Canadian Forestry Association units and cooperators may also have a brief (1 or 2-line) individual signature or credit line when they order 1,000 or more of any single poster or pamphlet; 1,000 easels or pocket planners; 5,000 or more bookmarks, song sheets, envelope stuffers, bookcovers, litterbags, or tent/postcards.

PRICE QUOTATIONS listed herein are our best estimates of the actual cost, including delivery to one point in each State, Region, Area, to Ottawa, Canada, and to one point for each other federal agency. These prices are "firm" to all cooperators. Do not pay shipping charges on any item ordered from this booklet! Refer the carrier demanding payment back to the shipper.

STANDARD PACK requirements have been discontinued, except that all consolidated orders should be in even 100's unless otherwise stated. Printers will ship in convenient-sized cartons, with the "count" clearly marked on the outside. Where it can be done, the printer will insert tabs to mark either 50 or 100 copies, to aid field distribution.

DELIVERY OF MATERIALS is scheduled for the months of November and December 1968. If we have unexpected delays we will let you know.

REMEMBER! ORDER NOW FOR ALL YOUR 1969 NEEDS!

ALLOTMENT OF FREE 1969 CFFP MATERIALS FOR REGIONS, AREAS AND STATES*

UNIT	Campaign Guide 1	Basic Poster		School Poster			Bookmark 4	Stamps Blocks of 4 5	Tent/Post- Card 6	Easel 7	Sticker 8	Envelope Stuffer 9	Coloring Sheet #25 10	Coloring Sheet # 26 11
		Paper 2a	Card- board 2b	Paper 3a	Card- board 3b	Paper 3c								
Region 1	500	300	500	300	500	500	45,000	4,500	1,000	300	1,500	20,000	10,000	10,000
Montana	100	300	250	300	250	500	12,000	1,500	500	150	500	15,000	5,000	5,000
North Dakota	100	300	200	300	200	500	5,000	1,000	250	150	500	10,000	5,000	5,000
Region 2	500	300	500	300	500	500	45,000	4,500	1,000	300	1,500	20,000	10,000	10,000
Colorado	100	300	250	300	250	500	17,500	2,500	500	200	500	10,000	5,000	5,000
Kansas	100	300	150	300	150	500	12,500	1,000	500	200	500	10,000	5,000	5,000
Nebraska	100	300	150	300	150	500	15,000	2,500	500	200	500	10,000	5,000	5,000
South Dakota	100	300	150	300	150	500	15,000	2,500	500	200	500	10,000	5,000	5,000
Wyoming	100	300	150	300	150	500	12,500	2,500	500	150	500	10,000	5,000	5,000
Region 3	500	300	500	300	500	500	40,000	4,500	1,000	300	1,500	20,000	10,000	10,000
Arizona	100	300	150	300	150	500	12,500	2,000	500	200	500	10,000	5,000	5,000
New Mexico	100	300	150	300	150	500	12,500	2,000	500	200	500	10,000	5,000	5,000
Region 4	500	300	500	300	500	500	45,000	4,500	1,000	300	1,500	20,000	10,000	10,000
Idaho	100	300	400	300	400	500	12,500	2,500	500	200	500	10,000	5,000	5,000
Nevada	100	300	400	300	400	500	12,500	1,500	500	200	500	10,000	5,000	5,000
Utah	100	300	400	300	400	500	12,500	2,000	500	200	500	10,000	5,000	5,000
Region 5	1,000	1,000	1,000	1,000	1,000	2,000	63,000	9,000	1,500	500	2,000	40,000	20,000	20,000
California	1,000	1,000	1,000	1,000	1,000	2,000	63,000	9,000	1,500	500	1,500	35,000	20,000	20,000
Hawaii	100	150	150	150	150	500	5,000	1,000	250	50	250	2,500	5,000	5,000
Region 6	700	500	750	500	750	1,000	45,000	5,000	1,000	300	1,500	25,000	10,000	10,000
Oregon	500	300	500	300	500	500	17,500	2,500	500	200	500	12,500	5,000	5,000
Washington	500	300	500	300	500	500	17,500	2,500	500	200	500	12,500	5,000	5,000
Region 8	1,000	800	1,000	800	1,000	1,500	50,000	6,000	1,800	500	2,000	45,000	25,000	25,000
Region 9	1,000	1,000	1,300	1,000	1,300	2,000	50,000	6,000	1,800	500	2,000	50,000	25,000	25,000
Region 10	100	300	150	300	150	500	8,000	2,000	800	150	500	5,000	5,000	5,000
Alaska	100	300	100	300	150	500	5,000	1,000	250	50	500	5,000	2,500	2,500
Northeastern Area	300	300	500	300	500	500	25,000	2,500	500	250	1,000	12,500	8,000	8,000
Connecticut	100	300	200	300	200	500	18,000	2,500	500	200	500	12,500	5,000	5,000
Delaware	100	300	200	300	200	500	18,000	2,500	250	150	500	12,500	5,000	5,000
Illinois	100	400	500	400	500	1,000	30,000	2,500	800	200	800	12,500	5,000	5,000
Indiana	100	300	400	300	400	500	15,000	1,500	500	200	800	12,500	5,000	5,000
Iowa	100	300	400	300	400	500	15,000	1,500	500	200	800	12,500	5,000	5,000
Maine	100	300	400	300	400	500	20,000	2,500	750	250	800	18,000	5,000	5,000
Maryland	200	300	400	300	400	500	20,000	2,500	500	200	800	18,000	5,000	5,000
Massachusetts	200	300	400	300	400	500	20,000	5,000	750	200	800	18,000	5,000	5,000
Michigan	300	500	500	500	500	1,000	30,000	2,500	1,000	250	800	18,000	5,000	5,000
Minnesota	200	500	500	500	500	1,000	25,000	2,500	1,000	200	800	18,000	5,000	5,000
Missouri	200	500	500	500	500	1,000	25,000	2,500	500	200	800	18,000	5,000	5,000
New Hampshire	100	300	400	300	400	500	12,500	1,500	500	200	800	12,500	5,000	5,000
New Jersey	100	300	400	300	400	500	30,000	2,500	1,000	200	800	18,000	5,000	5,000
New York	100	300	400	300	400	500	25,000	2,500	500	200	500	18,000	5,000	5,000
Ohio	100	300	400	300	400	500	20,000	2,500	500	200	800	18,000	5,000	5,000
Pennsylvania	200	500	500	500	500	1,000	45,000	3,500	1,000	300	800	20,000	5,000	5,000
Rhode Island	100	300	400	300	400	500	12,500	2,500	1,000	150	500	12,500	5,000	5,000
Vermont	100	300	400	300	400	500	12,500	1,500	500	200	500	10,000	5,000	5,000
West Virginia	200	300	400	300	400	500	30,000	2,500	1,000	200	750	12,500	5,000	5,000
Wisconsin	200	500	500	500	500	1,000	25,000	2,500	500	200	750	15,000	5,000	5,000
Southeastern Area	300	300	500	300	500	500	25,000	2,000	500	200	750	12,500	5,000	5,000
Alabama	200	300	500	300	500	500	25,000	2,000	500	200	750	12,500	5,000	5,000
Arkansas	200	300	500	300	500	500	25,000	1,500	500	200	750	12,500	5,000	5,000
Florida	100	500	750	500	750	1,000	30,000	2,500	1,000	300	750	17,500	5,000	5,000
Georgia	200	500	750	500	750	1,000	35,000	3,500	1,000	300	750	17,500	5,000	5,000
Kentucky	200	300	500	300	500	750	35,000	3,500	500	200	750	12,500	5,000	5,000
Louisiana	300	500	500	500	500	1,000	30,000	2,000	500	200	750	17,500	5,000	5,000
Mississippi	300	500	750	500	750	1,000	30,000	2,000	1,000	300	750	15,000	5,000	5,000
North Carolina	300	500	700	500	600	1,000	25,000	2,000	1,000	300	750	15,000	5,000	5,000
Oklahoma	200	300	500	300	500	500	12,500	1,000	500	100	500	10,000	5,000	5,000
South Carolina	300	500	700	500	750	1,000	25,000	2,500	1,000	300	750	15,000	5,000	5,000
Tennessee	200	500	500	500	500	1,000	20,000	2,500	500	200	750	15,000	5,000	5,000
Texas	200	300	500	300	500	500	25,000	1,500	500	200	500	10,000	5,000	5,000
Virginia	200	300	500	300	500	750	35,000	2,500	1,000	200	750	15,000	5,000	5,000

* See instructions on page 1 regarding additional dollar allotment.

1969 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

FROM: _____
Name, Title, Agency, Phone Number

SHIP TO: _____
Mail Address, including Zip Code

And/or: _____
Freight Address

Credit Line (where applicable) _____

1969 Item No.	Description (See illustrations in the back of this brochure)	FREE Items, Number of Each	PAY Items, Number of Each	Cost Per M \$	Total \$, Pay Items Only
1	Campaign Guide. Two color, 8½" x 11", opens to 25½" x 20". An illustrated guide to 1969 CFFP Campaign materials, including those distributed by the Advertising Council.	_____	_____	60	_____
2a	Basic Poster. 13" x 18½" in full color, featuring fine photography.	_____	_____	35	_____
2b	Design centers on a routed sign that has been partly destroyed by fire, with Smokey's head and the words, "Please be careful with fire." (2a) Paper	_____	_____	55	_____
	(2b) Cardboard, Waterproof	_____	_____		_____
3a	School Poster. 13" x 18½" and 7" x 10", in full color artwork - a novel and entertaining design showing dozens of Smokey's friends playing outdoors. The headline again stresses, "Smokey's friends don't play with matches."	_____	_____	35	_____
3b	(3a) 13" x 18½", Paper	_____	_____	55	_____
	(3b) 13" x 18½", Cardboard Waterproof	_____	_____	20	_____
3c	(3c) 7" x 10" Paper	_____	_____		_____

1969 Item No.	Description (See illustrations in the back of this brochure)	FREE Items, Number of Each	PAY Items, Number of Each	Cost Per M \$	Total \$, Pay Items Only
4	<u>Bookmark.</u> 2½" x 7½", two color re- print of 1959 design, but with a different message and a 6" ruler on the back.	_____	_____	4	_____
5	<u>Stamps.</u> Blocks of 4 (one each of 4 new designs) gummed, perforated, in color, packaging unit - 500 blocks.	_____	_____	3	_____
6	<u>Tent/Post Card.</u> Adaptation of basic poster, consists of two standard-sized post cards joined to make pup tent. May be used as place card, then torn apart.	_____	_____	20	_____
7	<u>Easel.</u> An 8" x 10" adaptation of basic poster, on heavy cardboard with stand attached.	_____	_____	120	_____
8	<u>Sticker.</u> A yellow and black diamond, about 4" on a side, with the message, "USE FIRE WITH CAUTION," and Smokey Bear's head. Has a glazed finish and pressure-sensitive adhesive back.	_____	_____	12	_____
9	<u>Envelope Stuffer.</u> 3½" x 6" adaptation of a 1967 newspaper ad on debris burning, with 4 printed rules and a "pop art" illustration.	_____	_____	2	_____
10	<u>Coloring Sheet #25.</u> 8½" x 11", a line art interpretation of the basic poster theme "Please be careful with fire."	_____	_____	5	_____
11	<u>Coloring Sheet #26.</u> 8½" x 11", a simplified version of the school poster theme "Smokey's friends don't play with matches."	_____	_____	5	_____

1969 Item No.	Description (See illustrations in the back of this brochure)	PAY Items, Number of Each	Cost Per M \$	Total \$, Pay Items Only
12a & 12b	<u>"Smokey the Bear" Song Sheet,</u> (12a) Conservation pledge on back. (12b) Boy Scout version with Smokey Bear neckerchief slide on back.	 _____ _____	 4 4	 _____ _____
13	<u>Teacher's Kit.</u> Includes a teaching unit, play- let, and a song book. Add other items as de- sired to make up this kit.	_____	100	_____
14a & 14b	<u>Range Poster.</u> 13" x 18½" reprint of 1968 full color scene with riders and cattle. "Use Fire Carefully" is followed by safe burning rules. (14a) Paper (14b) Cardboard, Waterproof	 _____ _____	 45 70	 _____ _____
15	<u>Glossy Prints.</u> Set of four 5" x 7" photographs (basic poster, coloring sheet #26, stamps, and sticker). Use on maps and publications. Price per set.	_____	1	_____
16a & 16b	<u>Bookcover, Plasticcoat.</u> 20" x 12". Durable and educational. (16a) Forest tips for teenagers (16b) Conservation design	 _____ _____	 60 60	 _____ _____
17	<u>Smokey Bear Litterbag.</u> Paper, 8½" x 10", 3 color, "Keep America Green and Clean".	_____	15	_____
18	<u>Name Tag.</u> 4" x 8", tapered to fit breast pock- et. Order in units of 500.	_____	6	_____
19	<u>Wallet Card.</u> A "contactor" item, designed to be signed by the officer or unit using it.	_____	2	_____
20	<u>"Story of the Forest."</u> A 16-page grade school work book on conservation and fire prevention.	_____	25	_____
21	<u>"True Story of Smokey Bear."</u> This comic book tells how the "Live Smokey" came to Washington.	_____	25	_____
22	<u>"You and Forest Fires."</u> An adult-level 16-page pamphlet that relates forest fires to people.	_____	35	_____
23	<u>"Smokey's Record."</u> History and achievements.	_____	30	_____

1969 Item No.	Description (See illustrations in the back of this brochure)	Pay Items, Number of Each	Cost Per M \$	Total \$, Pay Items Only
24	<u>Junior Forest Ranger Handbook.</u> Pocket-sized work book for the Boy Scout-age audience.	_____	35	_____
25	<u>Pocket Planner.</u> 1969 note and date book for "key people" and your own folks.	_____	90	_____
26a & 26b	<u>Bumper Strip, Day-Glo.</u> 17" x 2", bright red on black, pressure sensitive adhesive on back. (26a) "Prevent Forest Fires"	_____	75	_____
	(26b) "Prevent Range Fires"	_____	75	_____
27a & 27b	<u>Bumper Strip, Scotchlite.</u> 17" x 2", deep red on silver, pressure sensitive adhesive on back, light-reflective, durable 3 to 5 years. (27a) "Prevent Forest Fires"	_____	250	_____
	(27b) "Use Your Ashtray"	_____	250	_____
28	<u>Roadside Sign, Fiberglass,</u> 18" x 24". Smokey head, "Prevent Forest Fires", on yellow back- ground. Price is for <u>one</u> sign.	_____	4	_____
29a & 29b	<u>Roadside Sign, Scotchlite,</u> 44" x 16" light- reflective face on aluminum, Smokey Bear head and message in red. Price is for <u>one</u> sign. (29a) "Prevent Forest Fires"	_____	10	_____
	(29b) "Prevent Range Fires"	_____	10	_____
30	<u>Roadside Sign, Scotchlite,</u> 5' x 7½'. A per- manent-type 8-color light-reflective face on aluminum, message "Remember, only you can pre- vent forest fires." Price is for <u>one</u> sign.	_____	110	_____
31	<u>Junior Forest Ranger Patch,</u> 2½" x 2" white felt, washable, packed 50 per bag.	_____	100	_____
32	<u>Smokey Bear Patch.</u> 3" x 4½", buckram, 3-color embroidered design "Please be Careful Prevent Forest Fires" and standing Smokey Bear.	_____	250	_____
33	<u>Coaster/Ashtray.</u> 4" diameter, Smokey head and "PREVENT FOREST FIRES" embossed in the aluminum, in packs of 500 (125 each of 4 colors).	_____	15	_____
34	<u>Placemat, Paper.</u> (not illustrated), 13½" x 9½", (a reprint of the mat you ordered before).	_____	5	_____

TOTAL VALUE OF "PAY"ITEMS _____
SUBTRACT DOLLAR CREDIT _____
NET CHARGE TO UNIT _____

1969 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

FROM: _____

Name, Title, Agency, Phone Number

SHIP TO: _____

Mail Address, including Zip Code

And/or: _____

Freight Address

Credit Line (where applicable) _____

1969 Item No.	Description (See illustrations in the back of this brochure)	FREE Items, Number of Each	PAY Items, Number of Each	Cost Per M \$	Total \$, Pay Items Only
1	<u>Campaign Guide.</u> Two color, 8½" x 11", opens to 25½" x 20". An illustrated guide to 1969 CFFP Campaign materials, including those distributed by the Advertising Council.	_____	_____	60	_____
2a	<u>Basic Poster.</u> 13" x 18½" in full & color, featuring fine photography.	_____	_____	35	_____
2b	Design centers on a routed sign that has been partly destroyed by fire, with Smokey's head and the words, "Please be careful with fire." (2a) Paper	_____	_____	55	_____
	(2b) Cardboard, Waterproof	_____	_____		_____
3a	<u>School Poster.</u> 13" x 18½" and 7" x 10", in full color artwork - a novel and entertaining design showing dozens of Smokey's friends playing outdoors. The headline again stresses, "Smokey's friends don't play with matches."	_____	_____	35	_____
3b	(3a) 13" x 18½", Paper	_____	_____	55	_____
	(3b) 13" x 18½", Cardboard Waterproof	_____	_____	20	_____
3c	(3c) 7" x 10" Paper	_____	_____		_____

1969 Item No.	Description (See illustrations in the back of this brochure)	FREE Items, Number of Each	PAY Items, Number of Each	Cost Per M \$	Total \$, Pay Items Only
4	<u>Bookmark.</u> 2½" x 7½", two color re- print of 1959 design, but with a different message and a 6" ruler on the back.	_____	_____	4	_____
5	<u>Stamps.</u> Blocks of 4 (one each of 4 new designs) gummed, perforated, in color, packaging unit - 500 blocks.	_____	_____	3	_____
6	<u>Tent/Post Card.</u> Adaptation of basic poster, consists of two standard-sized post cards joined to make pup tent. May be used as place card, then torn apart.	_____	_____	20	_____
7	<u>Easel.</u> An 8" x 10" adaptation of basic poster, on heavy cardboard with stand attached.	_____	_____	120	_____
8	<u>Sticker.</u> A yellow and black diamond, about 4" on a side, with the message, "USE FIRE WITH CAUTION," and Smokey Bear's head. Has a glazed finish and pressure-sensitive adhesive back.	_____	_____	12	_____
9	<u>Envelope Stuffer.</u> 3½" x 6" adaptation of a 1967 newspaper ad on debris burning, with 4 printed rules and a "pop art" illustration.	_____	_____	2	_____
10	<u>Coloring Sheet #25.</u> 8½" x 11", a line art interpretation of the basic poster theme "Please be careful with fire."	_____	_____	5	_____
11	<u>Coloring Sheet #26.</u> 8½" x 11", a simplified version of the school poster theme "Smokey's friends don't play with matches."	_____	_____	5	_____

1969 Item No.	Description (See illustrations in the back of this brochure)	PAY Items, Number of Each	Cost Per M \$	Total \$, Pay Items Only
12a & 12b	<u>"Smokey the Bear" Song Sheet,</u> (12a) Conservation pledge on back. (12b) Boy Scout version with Smokey Bear neckerchief slide on back.	_____ _____	4 4	_____ _____
13	<u>Teacher's Kit.</u> Includes a teaching unit, play- let, and a song book. Add other items as de- sired to make up this kit.	_____	100	_____
14a & 14b	<u>Range Poster.</u> 13" x 18½" reprint of 1968 full color scene with riders and cattle. "Use Fire Carefully" is followed by safe burning rules. (14a) Paper (14b) Cardboard, Waterproof	_____ _____	45 70	_____ _____
15	<u>Glossy Prints.</u> Set of four 5" x 7" photographs (basic poster, coloring sheet #26, stamps, and sticker). Use on maps and publications. Price per set.	_____	1	_____
16a & 16b	<u>Bookcover, Plasticcoat.</u> 20" x 12". Durable and educational. (16a) Forest tips for teenagers. (16b) Conservation design	_____ _____	60 60	_____ _____
17	<u>Smokey Bear Litterbag.</u> Paper, 8½" x 10", 3 color, "Keep America Green and Clean".	_____	15	_____
18	<u>Name Tag.</u> 4" x 8", tapered to fit breast pock- et. Order in units of 500.	_____	6	_____
19	<u>Wallet Card.</u> A "contactor" item, designed to be signed by the officer or unit using it.	_____	2	_____
20	<u>"Story of the Forest."</u> A 16-page grade school work book on conservation and fire prevention.	_____	25	_____
21	<u>"True Story of Smokey Bear."</u> This comic book tells how the "Live Smokey" came to Washington.	_____	25	_____
22	<u>"You and Forest Fires."</u> An adult-level 16-page pamphlet that relates forest fires to people.	_____	35	_____
23	<u>"Smokey's Record."</u> History and achievements.	_____	30	_____

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24	<u>Junior Forest Ranger Handbook.</u> Pocket-sized work book for the Boy Scout-age audience.	_____	35	_____
25	<u>Pocket Planner.</u> 1969 note and date book for "key people" and your own folks.	_____	90	_____
26a & 26b	<u>Bumper Strip, Day-Glo.</u> 17" x 2", bright red on black, pressure sensitive adhesive on back. (26a) "Prevent Forest Fires"	_____	75	_____
	(26b) "Prevent Range Fires"	_____	75	_____
27a & 27b	<u>Bumper Strip, Scotchlite.</u> 17" x 2", deep red on silver, pressure sensitive adhesive on back, light-reflective, durable 3 to 5 years. (27a) "Prevent Forest Fires"	_____	250	_____
	(27b) "Use Your Ashtray"	_____	250	_____
28	<u>Roadside Sign, Fiberglass,</u> 18" x 24". Smokey head, "Prevent Forest Fires", on yellow back- ground. Price is for <u>one</u> sign.	_____	4	_____
29a & 29b	<u>Roadside Sign, Scotchlite,</u> 44" x 16" light- reflective face on aluminum, Smokey Bear head and message in red. Price is for <u>one</u> sign. (29a) "Prevent Forest Fires"	_____	10	_____
	(29b) "Prevent Range Fires"	_____	10	_____
30	<u>Roadside Sign, Scotchlite,</u> 5' x 7½'. A per- manent-type 8-color light-reflective face on aluminum, message "Remember, only you can pre- vent forest fires." Price is for <u>one</u> sign.	_____	110	_____
31	<u>Junior Forest Ranger Patch,</u> 2½" x 2" white felt, washable, packed 50 per bag.	_____	100	_____
32	<u>Smokey Bear Patch.</u> 3" x 4½", buckram, 3-color embroidered design "Please be Careful Prevent Forest Fires" and standing Smokey Bear.	_____	250	_____
33	<u>Coaster/Ashtray.</u> 4" diameter, Smokey head and "PREVENT FOREST FIRES" embossed in the aluminum, in packs of 500 (125 each of 4 colors).	_____	15	_____
34	<u>Placemat, Paper.</u> (not illustrated), 13½" x 9½", (a reprint of the mat you ordered before).	_____	5	_____

TOTAL VALUE OF "PAY" ITEMS _____
SUBTRACT DOLLAR CREDIT _____
NET CHARGE TO UNIT _____



PLEASE
BE
CAREFUL
WITH
FIRE

1969 Forest Fire Prevention
Campaign Guide.

CAMPAIGN
GUIDE #1



PLEASE
BE
CAREFUL
WITH
FIRE

Only you can prevent forest fires.

Color Photography
and ART

... FOR THE 1969 CAMPAIGN !

Smokey's friends
don't play with matches.



Only you can prevent forest fires.

Don't burn debris on dry windy days.
Be sure fire can't spread.
Stay with fire till it's out.
Follow local regulations.



Remember, only you can prevent forest fires.

STUFFER #9



BOOKMARK

#4

Remember-

**ONLY
YOU CAN
PREVENT
FOREST
FIRES!**



U. S. Dept. of Agriculture—Forest Service
and
State Forestry Department

STAMPS

#5



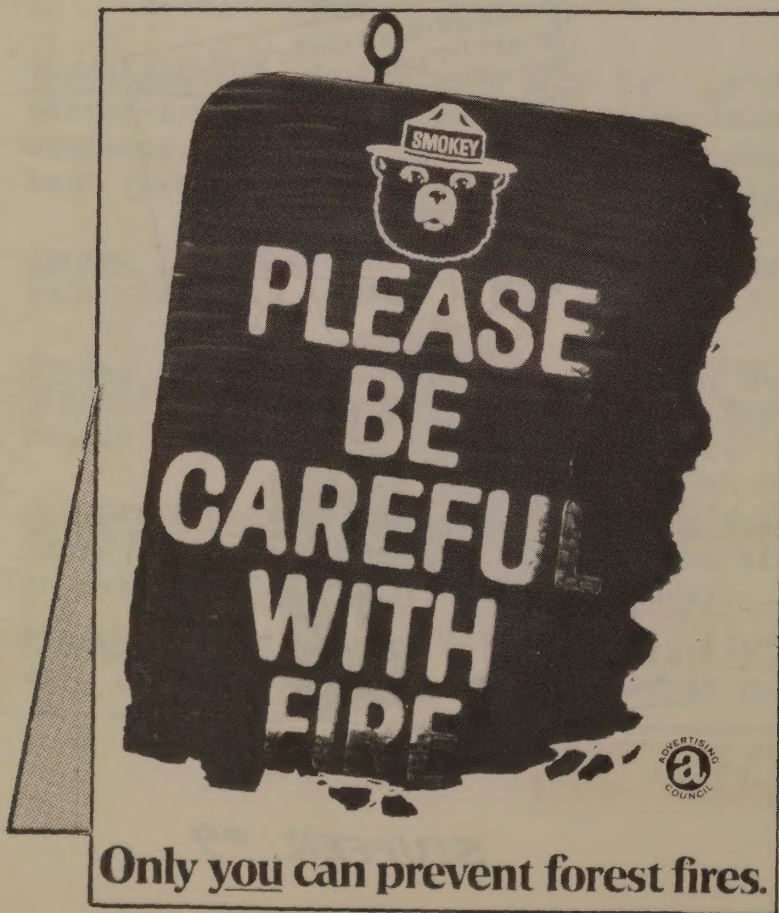
TENT CARD

#6



STICKER

#8



EASEL

#7



USE FIRE CAREFULLY



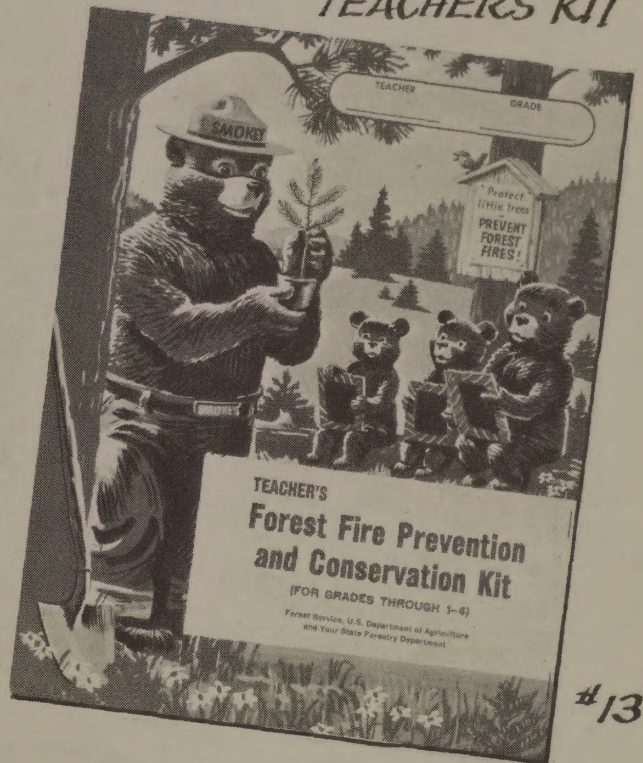
Be sure fire can't spread.
Don't burn on dry windy days.
Stay with fire till it's out.
Follow local regulations.

REPEAT

RANGE
POSTER

#14a, 14b

TEACHERS KIT



#13

SONG SHEET #12a+b



SMOKEY THE BEAR

By STEVE NELSON and JACK ROLLINS

1. With a Ranger's hat and shovel and a pair of dungarees you will
2. You can take a tip from Smokey (that there's nuthin' like a tree, cause they're
3. You can camp upon his doorstep and he'll make you feel at home, you can
4. If you've ever seen the forest when a fire is running wild, and you

find him in the forest always sniffin' at the breeze, People
good for kids to climb in and they're beaut-i-ful to see, you just
run and hunt and rumble any - where you care to roam, He
love the things within it like a moth-er loves her child, then

stop and pay at-ten-tion when he tells 'em to be - ware, People
have to look a-round you and you'll find it's not a - joke
let you take his hon-ey and pre - tend he's not so smug, Pass-ing time

HELLO! SMOKEY

my name is

PREVENT FOREST FIRES!

my name is

my name is

my name is

my name is

my name is

my name is

my name is

my name is

my name is

my name is

my name is

my name is

my name is

my name is

WALLET CARD

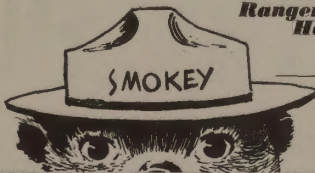


#19

HANDBOOK #24

U.S. Department of Agriculture - Forest Service
and Your State Forestry Department

Junior Forest Ranger Handbook



your name



#10

COLORING SHEETS

BUMPER STRIPS



PREVENT FOREST FIRES!

#26a, 27a



PREVENT RANGE FIRES!

#26b



USE YOUR ASHTRAY!

#27b

NAME TAG

#18



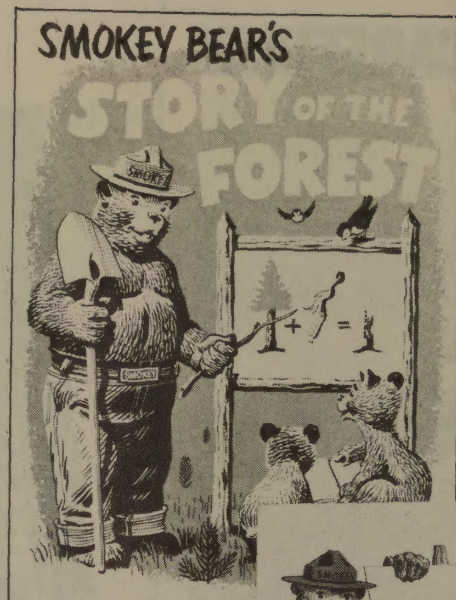
#26

#11



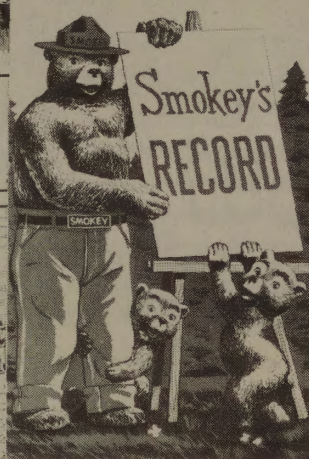
#21

BOOK COVERS



#20

#16a



#23

#17
LITTER
BAG

#22



COASTER
ASH TRAY

#33



#16b

#32



#31

FIBREGLASS SIGN #28



ROADSIDE SIGN #30

POCKET
PLANNER
#25



Smokey Says:

**PREVENT
FOREST FIRES!**

44" x 16" Alum "Scotchlite" Sign #29a
29b

